SEVENTH FRAMEWORK PROGRAMME

CloudSpaces

(FP7-ICT-2011-8)

Open Service Platform for the Next Generation of Personal Clouds

D6.2 Communication plan for dissemination

Due date of deliverable: 30-11-2013
Actual submission date: 12-11-2013

Start date of project: 01-10-2012 Duration: 36 months

Summary of the document

Document Type	Deliverable
Dissemination level	Public
State	Final
Number of pages	11
WP/Task related to this document	WP6
WP/Task responsible	URV
Author(s)	Refer to contributors list
Partner(s) Contributing	URV, EPFL, EUR, TST, EOS, CNC
Document ID	CLOUDSPACES_D6.2_131112_Public.pdf
Abstract	Definition of the required process and strategy for dissemination activities. Explanation of early results of community involvement activities.
Keywords	Dissemination, activities, events, community, media, collaborations

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1 Executive summary

Since research is meant to make an impact in the society, the Cloudspaces project aims to disseminate its results to the community and spread the word about its novelty improvements in personal clouds.

To communicate properly, we designed a communication plan which each partner in the project should follow and that will result in an efficient and useful dissemination of Cloudspaces achievements.

As the project involves both industrial and research partners, the impact of this communication could reach actors in both industry and academia. It means that dissemination actions should focus on their targets to get their attention, so we could assure a better broadcasting of the results. We will extend this point in the following section.

Apart from the communication plan, we will summarize all the dissemination activities done by each partner. Note that in the first year most of the work is focused on research and development, however some dissemination actions had spread the word about the Cloudspaces project around Europe and USA. We divided this activities into: academic conferences and publications, mass media impacts and other dissemination events.

Finally, we included in this document all the external collaborations (both in academia and industry) and the community involvement activities to test some of the first year results achieved by TISSAT and URV.

2 Process and strategy for dissemination activities

In order to communicate properly and not to overlap themes between partners, each partner should be focused on its WP related to a specific topic in the project. It also means that we can focus to very detailed specs of the personal clouds and this value proposition should drive communication actions. Furthermore, that is why every partner should take advantage of its WP results and see the way that they could impact the society in order to disseminate it.

These are the specific topics that will drive the communication plan:

- Scalable data management of heterogeneous resources.
- Privacy-aware data sharing.
- Interoperability of Personal Clouds
- Standard service front-end
- Contribution to open-source projects

Before disseminating any result, it is very recommended that every partner creates its own brief plan that will gather the most relevant goals to be disseminated and events or conferences to participate in. Using that plan will help partners to see the big picture and how they contribute to it efficiently. In addition, that is useful for the project manager to coordinate the whole communication plan of the project.

Since the Cloudspaces project relies on an association of industrial and research partners, it is very important to take advantage of this plurality for broadcasting each novelty improvement in both communities. To do so, each partner should disseminate its results using suitable channels for each action. It means that research partners should publish papers and participate in events or workshops and for the industrial partners they should send press releases to mass media and spread the word of early results in local or international events related to personal cloud technologies.

Apart from the single communication of each partner and its dissemination actions, collaborations with other research projects or other industries are also important, because they could result into a new and astonishing result. Furthermore it is an opportunity to propagate the achievements to other stakeholders.

Furthermore, a great community involvement activity is on the plan. As one of the goals of Cloudspaces is related to interoperability of personal clouds this means that Big Players in the market should participate into this user community. That is why for the next year we are organising a workshop, with Canonical as a host, in order to connect Big Players and Stakeholders with the Cloudspaces project. In this way, we aim to disseminate our achievements and to gather the feedback and interest from the participants. In addition, before this big event there are smaller community involvement activities planned that will get feedback from the local users. The first community envolves Cloudpsaces partners since each partner is using Stacksync, the personal cloud solution developed in the Cloudspaces project, to store and sync data and this internal community will help serve as the first testbed

of the StackSync tool. Furthermore, URV and TISSAT are responsible for the second beta testing experiment where local users will be able to try StackSync. This testbed will also help fixing bugs and the users feedback will be useful to work on new challenges. Finally, users from EyeOS and UbuntuOne communities will be attracted to this user group, making a worldwide community.

The community and user involvement is one of the key points on the second year activities plan. This user group will provide a valuable feedback to the whole project and will also gather different communities into one common scenario, we mean the interoperable personal clouds.

In addition, industrial involvement will be very important for the project too. There is another interesting community that we will involve in the Cloudspaces project. We are pointing to the OpenStack community, because OpenStack is becoming the "de facto" world standard as a Cloud Storage Platform, with partners such as: NASA, RackSpace, Intel, Paypal, CERN and many more. As StackSync is supported on this platform, we plan to involve the OpenStack community in order to get their feedback and seek valuable collaborations around the globe.

We will also continue focusing to other European Projects, as there are many helpful collaboration on our plan. As we will mention later on, we started several contacts with CONFINE, VISIONCLOUD and LEADS projects during the first year, so we are planning the activities to develop with all of them. We expect astonishing results to come in the next months.

On the academic side, URV, EPFL and EURECOM will continue working on novel papers in order to be published in the best journals and to participate into the top conferences of 2014. Some of the conference where we are planning to attend are: IEEE Cloud 14, IEEE P2P 14, OpenStack Summit 2014, CloudScape V Cloud Event 2014, CCS 2014, Eurosys 2014, FAST 2014, etc.

Finally, for the third year we plan to consolidate the activities started in the second year, seeking a major impact in industrial field, enforcing the academic research results and finally getting a bigger user communities involvement. Depending on the outcomes achieved in the second year, we will adapt the dissemination activities in order to take the best advantage of this results. It means that getting a positive feedback of the user community could help us define the best way to market our achievements and collaborations with other EU projects could derive to new goals into the Cloudspaces project. In summary, we can define some guidelines for the third year goals and activities, but we will be flexible on that point and set up a fine plan by the end of the second year.

3 First year Dissemination activities

In this section we will summarize the first year dissemination activities of each partner. We divided them into the following subsections:

3.1 Academic conferences and publications

URV publications and participations in academic conferences:

- RedIRIS Working Groups (June 2013 - Madrid - Spain). RedIRIS is the Spanish academic and research network that provides advanced communication services to the scientific community and national universities and organizes an annual meeting with spanish universities and other public departments (such as Red.es or INE). This time the main topic was focused on new challenges about cloud solutions and IaaS for educational and research purposes. URV promoted the Cloudspaces project and got interesting feedback from the participants.
- Research publication (July 2013 - Santa Clara Marriot - USA): Actively Measuring Personal Cloud Storage. Raúl Gracia-Tinedo, Marc Sánchez-Artigas, Adrián Moreno-Martínez, Cristian Cotes and Pedro García-López. 6th IEEE International Conference on Cloud Computing.[1]
- Research publication (July 2013 - Santa Clara Marriot - USA): Cloud-as-a-Gift: Effectively Exploiting Personal Cloud Free Accounts via REST APIs. Raúl Gracia-Tinedo, Marc Sánchez-Artigas and Pedro García-López. 6th IEEE International Conference on Cloud Computing.[2]
- IEEE Cloud'13 conference (July 2013 - San Francisco - USA): URV presented two full papers in topics related with the measurement and analysis of Personal Cloud Services as well as some security vulnerabilities present in their public API services. It was a good opportunity to promote and augment the visibility of the Cloudspaces project though face-to-face meetings with several attendees. As a result, URV is currently collaborating with IBM Research Haifa and Cardiff University in topics related with storage, security and social clouds.
- ICSO-HAROSA Int. Workshop on Simulation-Optimization & Internet Computing 2013 (July 2013 - Barcelona - Spain): URV basically promoted the research efforts that have been done in the field of storage systems and Personal Clouds. We obtained valuable feedback from the audience and we believe that this event will help to make the CloudSpaces project more visible, especially in the context of Spain.
- Research publication (September 2013 - Trento - Italy): Boosting Content Delivery with BitTorrent in Online Cloud Storage Services. Rahma Chaabouni, Pedro García-López, Marc Sánchez-Artigas, Sandra Ferrer-Celma and Carlos Cebrian. IEEE P2P'13 [3]
- IEEE P2P'13 conference (September 2013 - Trento - Italy): Cloudspaces coordinator Pedro Garcia Lopez presented the opening keynote speech at the P2P conference. The presentation included an overview and future challenges of the CloudSpaces european project in the fields of scalable and secure personal storage.

EPFL publications and participations in academic conferences:

- EPFL IC Research Day, Poster Session (June, 2013 - Lausanne, Switzerland): We presented our CloudSpaces privacy poster at the IC Research Day in EPFL. The poster details the problem of privacy vs services trade-off in the personal cloud. It contains illustrations that depict this problem in an intuitive way. People from the industry as well as researchers from EPFL, ETH and other research institutions became quite engaged with our project, and spent considerable amounts of time talking about the research problems with the presenters.
- Research publication (July 2013 - Santa Clara Marriot - USA): Impact of Instance Seeking Strategies on Resource Allocation in Cloud Data Centers. Hao Zhuang, Xin Liu, Zhonghong Ou and Karl Aberer. 6th IEEE International Conference on Cloud Computing. `http://dl.acm.org/citation.cfm?id=2515034` [4]
- IEEE Cloud'13 conference (July 2013 - San Francisco - USA): EPFL presented one full paper about resource allocation in the cloud. The objectives of the Cloudspaces were discussed with many of the participants, who showed a keen interest in our project. We hope that this would lead to concrete collaboration in the future.

Eurecom publications and participations in academic conferences:

- Research publication (April 2013 - Brussels, Belgium): DistBack: A low-overhead distributed back-up architecture with Snapshot support. Mager, Thomas and Biersack, Ernst W. LANMAN 2013, 19th IEEE International Workshop on Local and Metropolian Area Networks. `http://dx.doi.org/10.1109/LANMAN.2013.6528274`[5]
- Seminar on Advances in Byzantine Fault Tolerance (June, 2013 - Lisbon, Portugal): We presented the preliminary results and the theoretical background behind the Hybrid Cloud Storage design developed in the context of dealing with heterogeneous and untrusted cloud repositories within WP3. We explained to the audience, that consisted of leading world experts on fault-tolerant distributed systems design, the unique benefits of our approach. We obtained very positive feedback, with several researchers inquiring on the status of our prototype since then.

3.2 Mass Media and Digital Media

URV had several impacts in mass media, such as TV3 (Catalan TV station) and ElPunt (local newspaper), that helped to spread the word of Cloudspaces project. More efforts will be done in the next months, as new improvements on StackSync has been done, to get more impacts in this media.

TISSAT has posted several posts on the TISSAT R+D+i Blog (`tissat.wordpress.com`) We wrote about Stacksync and other competitors, as well as we analysed the interoperability of Open IaaS Platforms and discussed about the Personal Clouds Services in the market.

3.3 Other Dissemination events

URV has participated in other non-academic events and interesting contacts with public and private institutions have been made.

- Internet of Services Collaboration Days (October 2012 - Brussels). Cloudspaces coordinator presented the project's main objectives and detailed potential collaboration directions with external institutions.
- CloudScape V Cloud Event (February 2013 - Brussels). Cloudspaces coordinator assisted this event and disseminated the project among CloudScape V participants.
- Meeting with ACC1O - Government of Catalonia (April 2013 - Barcelona - Spain). URV introduced the Cloudspaces project in order to find commercial synergies with other industrial partners in Spain and around Europe.
- Meeting with Fundacion INLEA (May 2013 - Barcelona - Spain). They introduced us the LinktoStart program which is a startup accelerator program, coordinated by Fundacion INLEA, that boosts IT startups. It is an interesting collaboration for the Cloudspaces project regarding to move some of the results to the market, for instance: launching the StackSync solution.
- Meeting with Idiada (July 2013 - Tarragona). URV presented the main achievements of the Cloudspaces project including the StackSync Personal Cloud. The goal was to prepare future technology transfer collaborations with this company while also spreading project results among external industrial partners.
- CloudPlugFest workshop 2013 (September 2013 - Madrid - Spain): At the Cloud Interoperability Week workshop we introduced the CloudSpaces project to attendees, detailing the general goals of the project and focusing on those tasks related to Personal Cloud interoperability. Furthermore we presented our approach to well-known organizations and communities in the area of Cloud interoperability and obtained valuable feedback.

TISSAT has participated in the following non-academic events:

- Meeting 'Matchmaking and Networking' to the 'open innovation' in Energy Efficiency (December 2012 - Madrid): The event was aimed at directors of Innovation Experts and the 10 topics related to "open innovation in Energy Efficiency", with the first informative task centered about R&D+i opportunities in the new Horizon 2020 Programme. We obtained valuable feedback from the participants about how to interrelate the Cloudspaces project with energy efficiency, and about the evolution of the Cloudspaces project aligned with future goals of R&D+i .
- VI Congress ISACA-Valencia 'Is there life after the cloud work?' (November 2012 - Valencia): The congress, organized by ISACA, included a workshop called "Riesgos en el Cloud" (Cloud's Risks). We obtained valuable feedback from the participants about privacy directives and security goals.

EyeOS has participated in the following non-academic events:

- IDC. Online Virtualization Program (Madrid) (February 2013 - Madrid): Being invited as a presenter at IDC Virtualization Program was an unexpected event . Although the focus of this event is on Virtualization, there were many chances to privately talk with the audience, potential partners and customers. We shared and described goals of the project in order to get some feedback from business likelihood to approach open-source B2B solutions. Although not being the most usual way of dissemination it was a great chance to interact with a significant range of different key profiles in the IT environment.

4 External collaborations

4.1 Collaboration with other research projects

- SECCRIT (https://www.seccrit.eu/, FP7-312758) (February 2013): Rapidly developing collaboration between NEC Labs Europe and EUR was established on developing storage protocols for tolerating untrusted data repositories. Several publications are pending for publication in late 2013 and 2014.
- CONFINE: Community Networks Testbed for the Future Internet (`http://confine-\project.eu/`) (April 2013 - Barcelona): CloudSpaces organized a project meeting at UPC (Barcelona) and CONFINE's coordinator (Leandro Navarro) was invited as external collaborator. Both projects evaluated the potential collaborations since the CONFINE network can be interesting for real tests and deployments of Cloudspaces personal storage tools. Some academic partners like URV will participate in CONFINE open calls (2013) to strengthen the collaboration between both projects.
- VISIONCLOUD (`http://www.visioncloud.eu/`) (July 2013): After an initial contact in IEEE CLOUD 13, members of both projects (IBM Research Haifa - URV) arranged Skype meetings to promote collaboration between both projects. URV is planning to send researchers for short stays at Haifa (2014) to develop those collaborations.
- TCLOUDS (`http://www.tclouds-project.eu/`) (July 2013): After an initial contact in IEEE CLOUD 13, members of both projects (Unabhaengiges Landeszentrum fuer Datenschutz ULD - URV) began initial contacts to prepare future collaborations in 2014.
- LEADS (`http://www.leads-project.eu/`) (September 2013): Initial contacts between Pascal Felber and Pedro Garcia Lopez to prepare further interactions between both projects. There are important common goals in privacy and data management that should be studied. A future joint event is considered between both projects in 2014.
- OCEAN (`http://www.ocean-project.eu`) (September 2013): We registered the Cloudspaces project in the OCEAN Directory. OCEAN contributes to the emergence of a sustainable open cloud business ecosystem. They focus on three types of open cloud projects: European FP7 research projects, European national open cloud projects & Japanese open cloud projects. To generate synergies among open cloud projects and reduce overlaps between them, OCEAN has developed a four-pronged approach that will: create trust, develop synergies, ensure compliance and maintain active interest in the program.
- MEMORYSENSE (`http://lsir.epfl.ch/research/current/memory_sense/`) (August 2013): Contacts have been made with the MemorySense project which is a joint effort between EPFL and Samsung Research. The project seeks to model users memories based on data from their mobile devices. There are two potential significant areas of intersection here: a) MemorySense seeks to use semantic relations between different locations, activities and memories; and b) Users privacy is also a potential issue. Both these concerns are also relevant to CloudSpaces and are thus areas of fruitful collaboration.

- OpenIOT: Open Source Solution for the Internet of Things into the Cloud (`http://www.openiot.eu/`) (September 2013): OpenIoT is a joint effort of prominent open source contributors (of the GSN and AspireRfid projects) towards enabling a new range of open large scale intelligent IoT (internet-of-things) applications according to a cloud computing delivery model. After an initial contact and brainstorming sessions, EPFL has decided to get researchers from both projects together to chart out significant areas of overlap, for future collaboration.

4.2 Collaboration with other industries

URV has been in contact with other companies, searching new collaborations that could boost Cloudspaces results to the market. In this way, URV met Qloudial, a new startup that offers a mashup middleware solution for sharing data in communities using multiple storage providers (Dropbox, Drive, Box) and improved with a social layer in order to share content and suggest new communities to participate in. We arranged a test collaboration to integrate Qloudial with Stakcsync in order to improve Qloudial with a secure Cloud Storage. New features developed will be disseminated by both sides.

EyeOS has also been in contact with a close and strategic partner named STACK OPS, with whom EyeOS shared and enhanced Cloudspaces vision. We had the chance to share Cloudspaces evolution and key objectives with the audience. This opportunity to share core concepts of the European Project with such an experienced team working on OpenSource tools was a great feedback. Their contribution was significant and relevant in our architecture investigation.

TISSAT has been an active member of Open Data Center Alliance in 2013. We contributed to speed the migration to cloud computing by enabling the solution and service ecosystem to address IT requirements with the highest level of interoperability and standards. This includes: Identifying customer requirements for corporate adoption and deployment of cloud computing, and defining usage models for these requirements based on open, industry-standard, multi-vendor solutions that support a vision of secure federation, automation, common management and transparency. Furthermore, we helped to influencing industry innovation with: collective membership commitment to use Alliance usage models to guide corporate planning and purchasing of data center resources and Solution Provider member commitment to prioritize solution delivery based on Alliance Usage Model requirements. All of this work will enrich our collaboration in Cloudspaces as well as meet other industry partners to generate win-win synergies.

5 Community involvement activities

Our first activity in community involvement was focused to test and improve StackSync between all the partners in the project. That is why we started using this tool to storage and sync documents. Both URV and TISSAT have been working hard this year to develop an stable version of StackSync and our aim for the next months is to involve a bigger community to let them use this personal cloud solution developed in the Cloudspaces framework. This activity is focused on getting the feedback and testing the performance and scalability of StackSync, so more improvements could be done after this community testbed, as well as helping to disseminate Cloudspaces results.

We decided to continue increasing the community involvement with URV and TISSAT users, so each partner could focus on their subgroup. URV is in contact with several organizations, both academic and industrial, to help us creating a big user community. We want the users to test the StackSync personal cloud, so a double goal could be reached. Firstly, we will get users feedback that will allow us to fix bugs and improve the StackSync performance and secondly, it helps to spread the word about this new personal cloud and the Cloudspaces project to the market. We decided to open this group to academic and industrial users in order to get an heterogeneous evaluation that will enrich the project results. Furthermore, TISSAT is in contact with several industrial organizations too, in order to create a bigger user community.

Finally, the following months we want to gather users from two big communities. We mean the EyeOS and UbuntuOne user groups. Attracting this users will help to disseminate the Cloudspaces project worldwide and we also expect to increase notably our community.

References

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